

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

No. 1.

ninety days we issue a combined circular and price list inclosing one in every package that leaves the store. This is undoubtedly read at home when a package is opened. We never distribute from door to door any matter of our own as the waste is too great. However we do have distributed almanacs, etc., furnished by manufacturers for that purpose. We have both phones

"Our success is due to advertising vigorous, continuous, judicious newspaper advertising. At present we are in the *Sentinel* Monday and Wednesday with fifteen inch spaces without change of copy; on Friday we use a thirty inch space. In the *Journal and Tribune* we run fifteen inch spaces Tuesday and Thursday without change of copy and on Sunday with thirty inch space using copy which appeared in Friday's *Sentinel*. This puts us in the papers practically every day in the week. In early spring and fall and on special occasions we increase our space. Both papers must be used to cover this field and both papers have given us most excellent results. They seem to be about equally effective, the *Sentinel* probably bringing more city business and the *Journal and Tribune* more business from the Rural Free Delivery routes. About every

and as the two companies issue their lists quarterly we mail to all residence phone subscribers circulars reminding them that they are in direct connection with us and that our free delivery wagon is at their service. Our dainty covered wagon, painted in white, trimmed in gold, with no lettering except our name and drawn by two spirited ponies is a great ad in itself. It runs on every street in the city and hardly a day passes that purchases as small as five cents are not delivered. We are in the theater

(Continued on Page 2.)

[illegible]



Country
Brawn,
Muscle and
Brains

have made the
United States
what they are
to-day.

Our 1,500
local weeklies
reach one-sixth
of all the country
readers of the
United States.
Booklet free.

ATLANTIC COAST LISTS, 134 Leonard Street,
NEW YORK.

programme and results justify the outlay. We have twelve painted bulletin boards, two in each section of the city in the most conspicuous stands. They do effective general work and we hear from them often. We have never tried street cars. We occasionally take ads in picnic programmes but expect no results and get none. In our newspaper announcements we endeavor to impress the people with the superiority of our stock and service, always making special price offering in new and seasonable goods. Absolute satisfaction or your money back is our guarantee. Our prescription department is given prominence and with the greatest care in keeping it up to a high standard we have built up one of the largest prescription businesses in the city. Of our fourteen employees seven are registered pharmacists, one a lady whose presence has proven very valuable. In buying for cash, as well as selling the same way, and in larger quantities we secure considerable free advertising by having our names attached to manufacturers' announcements in daily papers. We are quick to meet the demands for new meritorious articles and we endeavor to secure as many guaranteed specialties as possible. We do not believe in or practice substitution. Our store is always open day and night. Our soda fountain is the largest in the South, thirty-one feet long and while all drinks are sold for five cents we make a nice profit on the total receipts. At the beginning of each year we map out our advertising plan, basing our appropriation somewhat on the preceding year's profits. Last year was the most successful we have ever had and we spent \$1,800, or 3 per cent of our sales, for all forms of advertising. In addition to looking after the endless detail work of the store, I write all our ads and while they may be open to criticism they bring business. Yes, I know PRINTERS' INK and have gotten many valuable pointers from its pages. Close attention to our customers' wants coupled with careful and judicious advertising is the secret of our success."

J. R. WILLIAMS.

ABOUT AGENTS' COMMISSIONS.

The American Advertising Agents' Association maintains that the true value of legitimate advertising agents, whether members of the Association or not, is becoming more generally recognized. The capital invested, the efforts maintained on the part of reputable agents to create business, thereby increasing the value of the publisher's property, as well as their own well being, is worthy of consideration. If the Association stands more firmly for one principle than another, it is that no publication, either from principle or policy, should grant the agent's commission direct to an advertiser. The reasons therefor are thought to be well stated in a letter written by the publisher of a prominent daily to a large advertiser, who, placing business direct, sought the agent's commission. To this application the publisher said:

"We perfectly agree with you when you say that the advertising merits the best rates to be had in any publication. You are entitled to that—there can be no question about it and we are ready to give you as low a rate and as good service as we grant any advertiser.

"But when you argue that you are entitled to agent's commission or any part thereof, you are assuming to do for us something you have not in your power to do, nor do you make any claims to do, and that is, to create new business for this newspaper. We allow recognized advertising agents a commission of 15 per cent on our regular cash rates because they do make new business for us every day in the year amounting to thousands of dollars. Years ago when advertising agents were not the creative force they are to-day, when they had no great capital invested, when they had no organization to handle the business of their customers nor protect the interests of the publishers, this paper recognized that condition and did allow a few of the largest advertisers, organized before this condition prevailed, the agent's commission; but at the present time a conservative estimate shows that 93 per cent of the foreign business carried by us is created and placed through agents, therefore we allow the commission to those agents only who are recognized as a creative force. If we had to do all of our foreign business direct with the advertiser, we feel sure it would cost us more than the 15 per cent we are now paying the agents for this service.

"We appreciate your business and will be pleased to continue the pleasant relations of the past through the old channel, or accept your business direct at the rates shown on our card."

ADVERTISING A NATION.

By the Dean.

During a recent visit to England the Hon. Hamilton King said the most flattering compliment that was paid to his country was a remark intended for a slur, when a Britisher at one of the London clubs said to him, "Scratch a Yankee and you will find an advertiser." But the quick witted American soon got back at the rude Englishman rather neatly in this way: The gentleman was patronizingly saying that his club had about decided to send over a man "to pick up the information that controlls the elements in American business," when our minister at Bangkok slyly replied, "with us it is not the plan that makes the man, but the man that makes the plan," and his listener looked more gravely the rest of the evening. The business men of America have lately become very much interested in Siam, through the visit to our shores of the crown prince Chowra Maha Vajiravuah and the inhabitants of this little East Indian province have evinced a strong desire to learn more of the marvelous enterprises of Yankeeland that they have lately heard a great deal of. So much so has the spirit of inquiry possessed these people that our consul general instituted at the consulate at Bangkok a free information bureau and has already established a library of more than 2,000 catalogues of American manufacturers and commercial houses, covering nearly every line of business, and also in an adjoining reading room has on file eighteen of the principal journals and periodicals of American trade. The library is carefully catalogued and arranged by subjects so that it may be used with the least loss of time to those wishing to consult it, and the periodicals are all placed in a manner convenient for reference. The sole object in providing both the library and reading room was to give the Siamese business men an insight into American markets and all are invited to make the freest use of them. That our resident minister in Siam is determined to push United States trade in the far East and make the consular service more useful than

ornamental is shown by the following advertisement run in the newspapers of the capital city:

TO THE BUSINESS PUBLIC OF BANGKOK.

The United States Consulate General is open from 8.00 o'clock until 4.00 every day, including Sundays, and there are at all times an attendance competent persons who will be pleased to answer questions, and to assist in every way any who may desire information about America. A library of over 2,000 business catalogues and a large list of trade papers are constantly increasing, all of which is at your disposal, and in the event of the information desired not being at hand the Consulate General will gladly furnish it if possible through correspondence.

HAMILTON KING,

Consul General for the United States.

In a consular report made to his government in 1901 Gen. King stated: "There is not in the whole of Siam at present one American house competent to consider a business proposition on a government contract, to push American trade or to represent our interests. As a result of this there are many inquiries made at this consulate general in reference to business matters." Since then interest in America has increased, especially since the establishing of the advertising feature of the consulate and the United States has gained so much ground commercially in Siam that our government in recognition of Gen. King's endeavors has decided to increase the diplomatic representation at Bangkok by advancing Thomas H. Hays, the vice consul general, to be consul general and raising the rank of Gen. King from minister and consul general to envoy extraordinary and minister plenipotentiary.

As soon as the consulate becomes a legation ranking equal with the other foreign embassies at Bangkok, the chances for advancing the business interests of America may become greater. The Consulate has received much aid and editorial encouragement from the *Siam Free Press* the leading daily newspaper printed in English, which circulates all over Siam and largely China, Japan, Choekin, China, Ceylon and India. Among the Americans advertising in the *Free Press* are Chamberlain Cough Cure, Waltham Watches, Mead Cycle Co., and Cuticura.

Give advice and counsel in your ads, but never a piece of your temper.—*White's Sayings.*

Have you a friend in
Kansas City?

Ask him if he doesn't read

The Star

in the evening and

The Times

in the morning.

Combined circulation
200,000 a day.

The Kansas City Sunday STAR.

Circulation 115,000.

The Kansas City Weekly
STAR goes into over 210,000
farm houses every week.

TRADE AND TECHNICAL JOURNAL ADVERTISING.

XI.

Where, a few years ago, contracts covering more than a year's advertising were rarely placed by machine-tool advertisers, and then wherever possible with the privilege of cancelling at the end of three or six months, three and five year contracts without that privilege are not now so rare with the best mediums as to cause any special comment. This shows, as nothing else could, that many machine tool advertisers have come to regard advertising as a very necessary part of their selling equipment, are shrewdly buying space in advance and getting the price concessions that are always made on such deals; and, in many cases, making sure of a certain specified position the value and price of which is likely to be much higher within a year or two. One advertiser recently announced in one of the machine tool mediums that his advertisement could be found on a certain page every issue, for the next five years at least. This is an excellent advertisement for that concern as well as for the paper in which it appeared. It seems to indicate the advertiser's belief that he is going to be in business for five years to come, that he has sufficient confidence in the value and future of his machine to plan five years in advance for it and back it with his money; and it seems to show that he also had confidence in the medium used. Another old concern prints a note in its catalogue to the effect that those who desire to keep informed as to its line may find its advertisement every week in a certain position on a certain page of a certain paper. I like to see such things, because they argue well for the future of machine tool advertising. They seem to show, in these two instances at least, that even the oldest and most conservative manufacturers—those who are well established—have some appreciation of the value of advertising to the right people, and of being represented in every issue of the best mediums. *

A practice which is on the in-

crease among advertisers in the mechanical field is the use of reprints of their trade journal advertisements as circulars, envelope slips, etc. These reprints make a cheap and often a very profitable auxiliary to the regular advertising. The type having been set for the advertisement, it is only a matter of transferring it to a job press after the paper has been printed, make it ready again and run off the required number of reprints. The advertiser saves the cost of composition and pays only a slight advance over the cost of the paper and the pressman's time. I know of one concern that furnishes all its traveling men with reprints of its advertisements, giving them the benefit of new arguments, and something that looks easy to read, to slip into the possible customer's hand or lay on his desk when leaving. Another one has its page advertisements reproduced in one-quarter their original size and sends them out with correspondence, being just the right size to go into a number six envelope without folding. I hear somebody say that this is duplicating. It is and it isn't. In some cases these reprints will go to people who have read the same advertisements in a mechanical paper; in others they will go to people who never see the paper in which the original advertisements were inserted. You can afford to take chances on such inexpensive duplication as this, for in most cases, a letter with such an inclosure will require no more postage than if mailed without it, and practically the whole cost is that of paper and press work.

* * *

Whatever else you do, or fail to do, keep your cuts in good condition. The illustration is often all the reader has by which to judge the appearance of your machine, and if you allow a halftone cut to run until it looks like nothing but a big black blot of ink, you can't blame the reader for not being favorably impressed. If you build a good machine, make it look like a good machine whenever you illustrate it. If you feel that you can't afford to use halftone plates and renew them as often as necessary

—say, after every hundred thousand impressions or less—send to the publisher the best halftone that you can get and authorize him to make new electrotypes from it as often as necessary to keep your advertisement looking well. Then kick good and hard if he doesn't. The wood cut is all right, and really the only thing to use in publications that use poor paper or do indifferent press work. A wood cut will print on pretty nearly anything that can be printed on. It isn't as soft and pretty as a good halftone, and it doesn't give the half tones that have made the halftone so popular; but its lines will stand up and print after the dots on the halftone plate have been pounded down and flattened into a solid and almost indistinguishable mass. Of course, the wood cut itself is never used, but is kept as an original from which electrotypes can be made whenever needed. A halftone plate may be kept in exactly the same way, but in an emergency is more likely to be used, and perhaps used up, necessitating the making of a new plate. If you use halftones in the general run of trade papers, better have them made through a coarse screen, say 120. If you use them only in those publications that use good paper, you'll probably get the most satisfactory results from a 150 screen plate. But don't let anybody induce you to illustrate a machine by the zinc process. It's too cheap to be really cheap. The lines are hard and coarse and they don't improve through use. And when it's just a matter of reproducing lines—diagrams and that

sort of thing where no heavy shadows are required—by all means employ the wax-line process. It costs more than others, but it's infinitely cheaper. It's practically the only process by which some things can be correctly and satisfactorily reproduced.

* * *

In the March 4 issue of **PRINTERS' INK** I ventured the opinion that the illustration of a certain advertisement of the Seneca Falls Mfg. Co., which I reproduced, was mechanically incorrect, and that its appeal must have been materially weakened by that very apparent fault. In **PRINTERS' INK** for March 18th Mr. Ethridge defends the aforesaid illustration so warmly as to convey the impression that possibly it was the work of his own skilled hands while he was in the employ of the agency whose imprint it bears. However that may be, the drawing was absolutely ridiculous from the standpoint of a mechanic and no twist of the imagination can make it right. Mr. Ethridge's comments seem to show only that he has no conception of how a micrometer caliper is handled and to confirm my opinion that the artist who is going to illustrate even a pick or a hod in use will be much more likely to illustrate it correctly by first seeing it in use, than by depending upon his own imagination. If it is important that a writer should have some slight knowledge of the subject on which he is write, it is equally important, it seems to me, that the artist should know a little about the thing he is to illustrate.

JOHN A. THOMPSON.

JUDICIOUS ADVERTISING.

Advertising is judicious only when carefully and consistently prepared and placed in papers that are known to bring results—mediums whose circulation figures are above reproach and backed by advertising rates, fair and equitable. **THE WASHINGTON EVENING STAR** stands at the head of such newspapers. The experienced advertiser knows no business is too small and none too great for judicious advertising in a paper of general circulation like **THE EVENING STAR**.

M. LEE STARKE,

Manager General Advertising, 1
Tribune Building, NEW YORK. Tribune Building, CHICAGO.

WEEKLY AD CONTEST

For the purpose of fostering an ambition to produce good advertisements, retail and others—PRINTERS' INK conducts this weekly contest.

Any reader or person may send an ad which he or she notices in any newspaper for entry.

Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed WEEKLY AD CONTEST, Care Editor PRINTERS' INK, 10 Spruce street, New York.

FIFTEENTH WEEK.

In response to the competition announced above eighty-nine advertisements were received in time for report in this issue. The one reproduced here was deemed best of all submitted. It was sent in by Arthur D. Ferris, World Building, New York, and it appeared in the Brooklyn *Daily Eagle* of March 19, 1903. A coupon, as provided in the conditions of the contest, was mailed to Mr. Ferris. Retailers everywhere are invited to send in the advertisements which they use in their local papers and the publishers of local papers are invited to send in the names of local advertisers, who they believe would be interested in reading PRINTERS' INK. Sample copies will be mailed to such names free. Among the many ads received every week are a goodly number of bank advertisements, which would tend to show that banks have seriously taken to advertising and are pre-

paring good copy, and that people are reading such ads.

DENTISTRY

Painless operations on teeth often depend upon the man who uses the instrument. If he is careless of his patient's feelings, or harsh in his methods of operating, he will inflict pain where a gentle man would not. For this reason I use not only painless methods, but painless men. No man who is not careful and gentle, as well as skillful, can hold a place on my staff.

Dental work in my office is divided into parts, and I employ specialists on each part. This method enables me to do better work than is possible in any other way. Further, it enables me to do first-class work at the price usually charged for second-class.

Edw. Everett Cady, D. D. S.

346 Fulton St. (cor. Boerum Place),
BROOKLYN.

Send for my booklet, "Dentistry by Specialists and Well-Known People who Recommend It."

W. T. McLain sends PRINTERS' INK the following:

"THE ELWOOD CALL LEADER."

Daily and Weekly.

ELWOOD, Ind., March 18, 1903.

Editor of PRINTERS' INK:

I have sent several ads to your Retailers' Contest, all of which I considered very good, but which proved to be not so good as the other fellow's. I



Undertaking.

TIPTON, IND.

FURNITURE
CARPETS



now try it the other way and inclose you an ad taken from the Tipton, Ind., *Daily Advocate* which I will put against all comers for the *worst* ad now before the public. Said ad has been running for the past two weeks, every day, without change. Who can beat it?

W. T. McLain.

Mr. McLain's ad is here also reproduced and to find a worse specimen would probably not be easy.

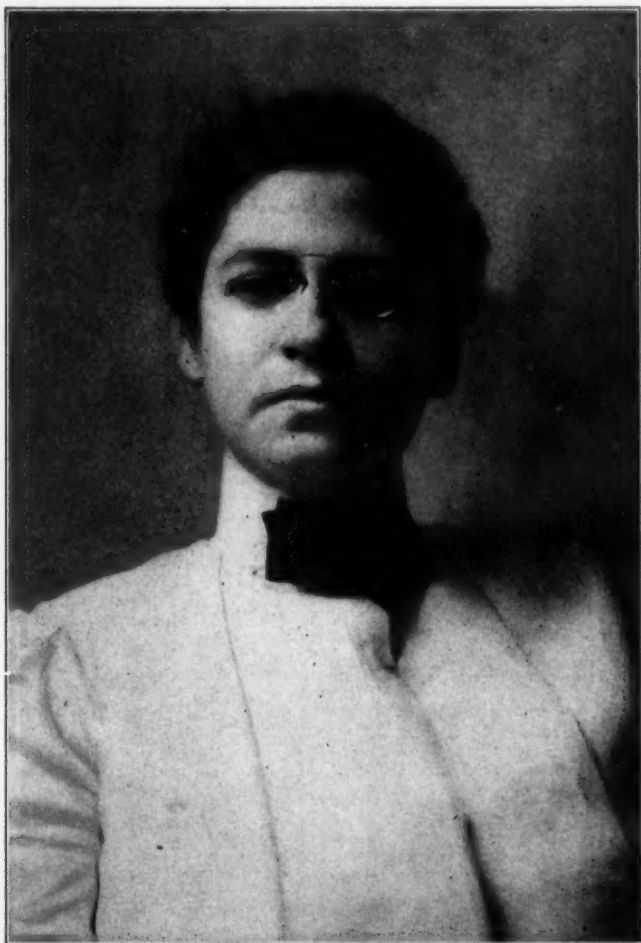
THERE ARE
 MORE
MINNEAPOLIS
TRIBUNE SOLD
 EVERY DAY
 WITHIN THE
 CORPORATE LIMITS
 OF THE CITY OF
MINNEAPOLIS
 THAN ALL THE OTHER
 LOCAL DAILY
 PUBLICATIONS
 COMBINED

SEE
 REPORT OF THE
 ASSOCIATION
 OF
 AMERICAN
 ADVERTISERS

A PUPIL OF POWERS.

The part that women are taking in the advertising world is becoming more and more pronounced

however, modestly disclaims this and says that it is due to the restless energy and good taste of the firm. But she overlooks the fact that in slow-going Philadelphia no



MRS. BENJAMIN.

every day. An illustration of this is the career of Mrs. Benjamin. It is to her that the success—the instant success that the new firm of Blum Brothers has had on Market street is largely credited. She,

matter what a firm might do, it would never, without proper publicity, make an impression on the public mind. Mrs. Benjamin photographs the store every morning and uses only words in doing it.

(Continued on page 12.)

"The Best Thinking, Best Living, Best Paying People on Earth."

ENGLISH, SCOTCH and IRISH

**225,000 Population
and no Foreigners**

The 30,542 copies daily of the **TORONTO EVENING TELEGRAM** circulate all in the city and in the homes of the middle classes.

Evening Telegram

(30,542 Daily)

TORONTO, CANADA

PERRY LUKENS, JR. } New York
29 Tribune Bldg. } Representative

THE CHICAGO

Record-Herald

gained in February,
1903, over February,
1902, Daily, 13,349.
Sunday, 79,723.

Daily Average February, 1903

161,888

Sunday Average February, 1903,

207,894

The only known morning and
Sunday circulation in Chicago.

Leading Newspapers

A 204-Page Book. Price \$1.00

"Leading Newspapers" is a handy-sized cloth bound book of 204 pages. It is printed on heavy rough-laid paper in easily read type, and, with its gilt edges, has a very dainty look. More than being dainty, it is meaty, containing the gist of the information found in the American Newspaper Directory.

The seven articles originally appeared in **PRINTERS' INK** and took up the following subjects:

- Greatest Circulations—148 publications.
- Leading Newspapers by States.
- Sunday Newspapers of Large Circulation—123 printing more than 1,000 copies.
- The Religious Press.
- Agricultural, Household and Kindred Publications—700 are classified.
- Foreign Newspapers in the United States.
- Class and Trade Papers.

In these lists the general advertiser will find pretty much every newspaper listed that it is worth his while to consider, and we are informed that it is the intention to issue a new edition of this handy-sized directory immediately after the publication of a new edition of the American Directory.

The editor of **PRINTERS' INK**, in referring to **Leading Newspapers**, speaks rightly when he says: "It is the gold found in the bottom of the pan when the earth and sand have been washed away."

It is mailed postpaid for \$1.00 by Geo. P. Howell & Co., 10 Spruce St., New York.
—*Pacific Coast Advertising*, March, 1903.

The Evening Wisconsin MILWAUKEE

A man is best known by his neighbors.

A newspaper is best known by the people of the city in which it is published.

THIS IS ALSO TRUE OF

The Evening Wisconsin

It is used by all advertisers in the city of Milwaukee who do any general advertising at all. This is the estimate of the newspaper by the business community of the city.

This can be said of very few newspapers in any city.

When I informed her that PRINTERS' INK wanted her views about advertising and her work in general, her smile of inquiring welcome vanished. "I admire PRINTERS' INK," she said, "and always read it, but I do not wish notoriety." I explained that the example of her work and the success attending it would be an inspiration to her fellow-workers. "If that is so I could not object," she relented, and obligingly agreed to answer the following questions.

"What has been your advertising experience?"

"Not much. I went first of all to Gimbels' as an assistant to Mr. Henry Ferris, who promptly asked me to resign—which was the greatest mortification of my life! From there I went to A. C. Yates & Co., in charge of their advertising, but was called away by the illness of my mother. In Harrisburg I did some writing of a more or less tentative sort, coming to Philadelphia as an assistant to Mr. John O. Powers, at the suggestion of his father, John E. Powers. I was with Mr. Powers as long as he remained at Wanamaker's. After he left I remained a year and a half, at various times in charge or partial charge of the advertising. In August I left Wanamaker's and came to Blum Brothers. Perhaps the most interesting work I have done was a series of advertisements for street cars, written for the Thymoldent Dentifrice Co. These cards appeared in five cities at once. In each city, I used fifty different texts on the subject of Thymoldent. The size of a street car card allows for such short sentences that the practice of getting much in little was very good for me."

"I can see you are surrounded by examples of Mr. Powers' work. Do you find them an inspiration?"

"Mr. John E. Powers stands first in my mind of all writers on business. He, and particularly his son, taught me all I know. His work is so simple and direct, and so strong because simple, that I keep it constantly before me. Unfortunately I haven't much of it."

"Wherein do you think women better adapted for advertising dry goods than men?"

"The sense most women seem to have of qualities, and the perception and feeling they have about style ought to make them very keen and successful in the advertising field. A sense of business, or what I call business tact, is the one thing more they need, and when a woman has it at all, she seems to have it to an unusual degree. A woman's natural tact keeps her from saying many foolish things, and is a tremendous element in her favor."

"Which do you consider the better advertising medium, the morning or the afternoon papers?"

"I don't know. I used the morning papers most successfully when Blum Brothers first opened; but some of the evening papers have astonished me at their pull. I believe they require different sorts of news."

The writer wishes he had space to quote examples of this bright woman's bright sayings. Her modest opening notice of October 4, 1902, reads:

"At nine o'clock next Monday morning we will open our store of thirty-one departments. We have sifted the fascinations of the mercantile world for the women of Philadelphia and the most brilliant of all that we found is here. Will you come to our opening Monday, and enjoy yourself to the utmost?"

Every day since, except Sundays, Philadelphia readers have had Blum Brothers' store news set before them so plainly and so temptingly that, in a few months, a business has been built up which has become the talk of the town.

RYERSON W. JENNINGS.

NEWSPAPER TERM ILLUSTRATED.



CONDENSED MATTER.

The Cleveland "Want" Record For One Week

(ENDING SATURDAY, MARCH 21)

Plain Dealer . . . 4097
Leader 1472

PLAIN DEALER'S LEAD 178 PER CENT.

Sunday Plain Dealer, March 22, - 1645
 Sunday Plain Dealer, March 15, - 1582
 Sunday Plain Dealer, March 8, - 1438
 Sunday Plain Dealer, March 1, - 1231

A new record every Sunday now in number of
 Plain Dealer Want Advertisements.

CHARLES J. BILLSON,

Manager Foreign Advertising Department,

NEW YORK,

CHICAGO,

TRIBUNE BLDG.

TRIBUNE BLDG.

The St. Paul Daily News

THREE YEARS OLD.

NET FEBRUARY CIRCULATION AVERAGE

33,171.

From The St. Paul Daily News, March 2, 1903.

On March 1, 1900, the first copy of THE DAILY NEWS was issued, in the belief that there was a field in St. Paul for an honest, independent, condensed penny newspaper.

Three years of history shows that this view was not mistaken.

Starting with four pages the volume of the business of THE DAILY NEWS has grown until now it is a paper of ten or twelve pages daily.

THE DAILY NEWS is now installed in its own building, in quarters as commodious and convenient as those occupied by any paper in Minnesota.

THE DAILY NEWS' circulation has grown to a net average of over 33,000 daily. The paper is now run off on a Goss press, capable of printing 25,000 twelve-page papers an hour, and a second press of the same kind is now being installed.

This progress—probably without a parallel in the history of newspaper making—means that the people are ready to stand by a paper that stands by them.

It wants to be fair and honest to all, but it believes that in general the cause of the people is the cause of justice, and that the paper that is with the people WILL BE RIGHT.

THE DAILY NEWS is not bound to any man, any political party or faction, or to any corporation or financial interest. It has no axes to grind.

Every pledge which THE DAILY NEWS has made in its three years of history, it renews to-day.

THE DAILY NEWS will be just as big, just as prosperous and just as influential a paper as the people want it to be.

In this lies its past prosperity and its hope for future years.

The Circulation of THE ST. PAUL DAILY NEWS is different from that of any other paper in the Northwest. Its out-of-town circulation goes direct to the subscribers and is **All Paid in Advance**. Papers stop without notice at date of expiration unless promptly renewed. There is no waste news-stand sales, no newsboy or agent circulation. It's all cream—the carrier circulation of the country, with Uncle Sam as the delivery agent.

The Advertising grows daily, both at home and abroad. We carry more want ads than any other St. Paul newspaper; we carry more display ads than any other St. Paul newspaper with one exception. In February, 1902, we carried 14,597 inches; in February, 1903, 17,104 inches, showing a net gain for the month of 2,507 inches.

(One Ownership. One Management.)

"THE GOOD LUCK PAPERS"



Foreign Advertising Dept.

B. D. BUTLER, Manager.

705-7 Boyce Bldg.,

CHICAGO.

Tel. 481 Central.

CHAS. D. BERTOLET.

53 Tribune Bldg.,

NEW YORK.

Tel. 2807 John.

JAS. F. ANTISDEL.

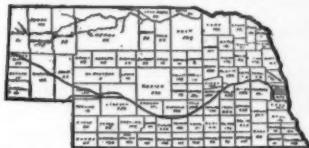
Address Nearest Office.

Editorial from PRINTERS' INK,

FEB. 26, 1903.



It is said with truth that the Omaha *Daily News* has the most remarkable record of growth of any newspaper published. In a little more than three years the *News* has taken first position among Nebraska papers. Its circulation at present is as the publishers say over 36,000 daily, 97 per cent of which is net paid circulation. The *News* was the pioneer one cent paper of Omaha and among the local advertisers many use it exclusively. The *News* is a



paper which deals on the level, every advertiser knows what he gets when he buys space in it and he also knows exactly how much he gets. The illustration here reproduced is a map of Nebraska, greatly reduced, and the figures contained thereon are the numbers of individual subscribers in each county who pay for the paper yearly in advance.

THE OMAHA DAILY NEWS guarantees a net paid circulation from 8,000 to 10,000 larger than that of any other Nebraska daily paper.

FOREIGN ADVERTISING DEPARTMENT.

B. D. BUTLER, MANAGER.

705 BOYCE BLDG., CHICAGO.

TEL. 481 CENTRAL.

52 TRIBUNE BLDG., N. Y.

TEL. 2807 JOHN.

CHAS. D. BERTOLET.

JAS. F. ANTISDEL.

ADDRESSES NEAREST OFFICE.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30. or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, APRIL 1, 1903.

HOLD the reader's attention by making your advertisement easy to read.

MR. EDWARD P. CALL, publisher of the *Mail and Express*, gave an informal luncheon to Mr. John Lee Mahin of Chicago, at the Hardware Club on Friday, March 20th.

THE *Window Trimmer* is a new **PRINTERS' INK** baby, published monthly at Lake and Carpenter streets, Chicago, by Charles E. Wells, who is also the editor. The initial number, issued in March, consists of sixty-four pages, and treats the art of window display chiefly in articles by practical trimmers, illustrated with an abundance of photos and diagrams. The new publication certainly has a large, growing field, and the first issue gives promise that it will be adequately covered.

ACCORDING to a folder sent out by F. M. Lupton, 593,880 yearly subscriptions were received during November, December and January to his monthlies, the *People's Home Journal* and *Good Literature*. This is an average of 7,613 for each working day. The largest number received in any one day was 16,079. The combined circulation of the two publications now exceeds 900,000, it is claimed. The combined circulation according to figure ratings in the October issue of the American Newspaper Directory was 920,666 for a year ending with June, 1902.

THE Mahin Advertising Agency of Chicago placed upwards of \$1,000,000 in advertising during the fourth year of its business life. The Mahin Agency appears to be a rather vigorous possibility upon which newspaper men, advertisers and other advertising agencies may find it interesting to take frequent observation and occasional notes of progress. Nothing succeeds like success.

As aids for the sale of his goods, Mr. J. E. Cowles, Manager of the Cigar and Tobacco Department of Austin Nichols & Co., wholesale grocers, Hudson street, New York, utilize a number of mechanical devices attractive for window-display. Mr. Cowles explains these and the method of using them, as follows: "I have quite a variety of them and a number of each variety. I am always ready to loan them to a retail dealer, who will give me a fair order, say 5,000 cigars, and these will aid in making the display effective. One of the most effective of such displays was that which was recently shown right around the corner from the Little Schoolmaster, at the drug-store of Reid, Yeoman & Cubit, corner of Beekman and Nassau streets, this city. The most prominent feature was a revolving disk, about a foot and a half in diameter. In front of the disk, which is of polished metal, divided into innumerable squares, making it a reflector of the most dazzling kind, is an argand burner, arranged for electric lighting, for gas or for oil. This light is covered by a brilliant hood of translucent glass, studded with crystals of sparkling glass of various high colors, fully an inch in diameter. Over the lamp is suspended a wind-mill, which is the motor for the whole contrivance, the heat from the lamp supplying constant power, thus keeping it in continual revolution. The beauty of the apparatus cannot be appreciated in the day-time, but even then it keeps crowds before it all the time. But at night-time, when it becomes a kaleidoscope of the most fantastic character, it transforms the whole window into a segment of fairy land.

THE manners of a salesman should be easy, his "voice softened and low." But the man who directs the salesman should make strenuous the lever of his action.

PAPERS which claim circulation largely in excess of the fact, appear to forget the olden truth that much is required of him who vaunted much. The advertiser expects returns. The little phrase, "make good," is of universal application nowadays. Some newspapers may find cause of decreased advertising in their inflation of circulation.

THE *American Postmaster* publishes an interesting list of the revenues of fifty leading postoffices during 1902, in which New York is first, with receipts of \$13,283,755, followed by Chicago, \$8,576,457, Philadelphia, \$4,151,809, Boston, \$3,608,342, St. Louis, \$2,408,770, Cincinnati, \$1,480,849, Baltimore, \$1,329,954, Pittsburg, \$1,214,018, San Francisco, \$1,201,840 and Cleveland, \$1,137,190. Then follow in the order named, Buffalo, Detroit, Kansas City, Minneapolis, Washington, Milwaukee, St. Paul, Denver, Indianapolis, Louisville, New Orleans, Rochester, Newark, Providence, Columbus, Omaha, Atlanta, Toledo, Los Angeles, New Haven, Richmond, Syracuse, Hartford, Albany, Jersey City, Dayton, Memphis, Worcester, Grand Rapids, Nashville, Portland (Ore.), Seattle, Scranton, Allegheny City, St. Joseph, Lowell, Reading, Wilmington, Paterson and Fall River, the latter with revenues of \$88,163. Boston, fifth in population, leads St. Louis with about \$6 per capita, while Cincinnati, tenth in size, is sixth in postal receipts. New Orleans is twelfth in population, but twenty-first in revenues. New York spends about \$3.30 per capita for postage, Chicago \$5 and St. Louis \$4. Hartford, forty-ninth in population, is thirty-third in revenues, while Cambridge, Mass., home of culture and forty-first in population, does not appear in the list. The receipts of these fifty offices for December, 1902, show an increase of 14 per cent over December, 1901, Dayton leading with a gain of 34 per cent.

TRUTH is the fundamental principle of all good advertising.

THE fifty-sixth dinner of the Sphinx Club will take place at the Waldorf-Astoria on April 8, 1903. It will go into the Club's history as the first "farmers' night." Agriculture as the foundation of our country's welfare is to be the keynote of the discussions. Speeches are to be made by the following:

J. H. Brigham, Assistant Secretary of Agriculture, Washington, D. C., on "What the National Government is doing for the Farmer." President J. G. Schurman of Cornell University, member of the Philippine Commission, on "Progress in Agricultural Education." Herbert Myrick, editor of *American Agriculturist*, on "The Agricultural Press as a factor in National Development." Frank E. Long, President of the Frank B. White Company, on "How the Farmer spends his Money."

A DECISION recently handed down by Justice Shiras, of the United States Supreme Court, contains a paragraph of importance to those who use trade marks. This paragraph, according to the *Apparel Gazette*, states that where any symbol claimed as a trade mark is so worded as to make a distinct assertion which is false, no property can be claimed in it, and the right to exclusive use cannot be maintained. That portion of the decision which bears directly on this particular point follows: "We find more solidity in the contention, on behalf of the appellants, that when the owner of a trade mark applies for an injunction to restrain the defendant from injuring the property by making false representations to the public, it is essential that the plaintiff should not, in his trade mark, or in his advertisements and business, be himself guilty of any false or misleading representation; that if the plaintiff makes any material false statement in connection with the property which he seeks to protect, he loses his right to claim the assistance of a court of equity; that where any symbol or label claimed as a trade mark is so constructed or worded as to make or contain a distinct assertion which is false, no property can be claimed on it, or in other words, the right to the exclusive use of it cannot be maintained."

BEAUTY is always pleasing, but pleasingness without persuasiveness makes void an advertisement. It is strength that is a prime factor in all telling publicity.

THE "Erkenbrecher Letters" is a small pamphlet containing a series of real estate ads that appeared between August and December in the Los Angeles *Sunday Times* and *Sunday Herald* and the *Out West Magazine*. Printed in the form of facsimile typewritten letters under the letterhead of the Erkenbrecher Syndicate, a Los Angeles real estate firm, these ads were addressed to investors, homeseekers and residents of Los Angeles. They are exceptionally forceful real estate advertising, giving vivid facts and figures about the city's growth, and in their present form make an interesting exhibit. The purpose of the booklet is to furnish facts about Los Angeles to be sent to Eastern friends by residents, and in this form the booklet will doubtless have a large circulation. The copy was written by Frederic Crowe, advertising writer, Los Angeles.

A PACKET of booklets from Catesby & Sons, the London department store in Tottenham Court Road, includes a lace curtain brochure, a booklet showing ready-made gowns for women, a booklet of men's and boys' suits and overcoats, a list of underwear and haberdashery, and a small catalogue of furniture. In the main these are well-made brochures for wide distribution, though the illustrations strike an American as being rather crude. Included in the packet is a treatise on "The Choosing of Boots" by Dr. Gordon Stables, R. N., in which, among many sensible and truthful things he avers that American footwear is ill-made, causing corns and bunions, altering the shape of the feet, and injuring young folks' knees. In this connection it is worth noting that the Regal buzz saw test at the London store recently attracted so much attention that eight big policemen were stationed before the glass to screen it from public view.

CRITICISM is not to be despised. The adwriter who heeds it is wise. Some of it is good, some bad and some indifferent, but if he will study it well, he easily can sift the chaff from the wheat and can strengthen himself upon the kernels of the pure grains.

SOUTH AFRICA is proving an important commercial field now that conditions in that part of the world are returning to a normal state. Figures just received by the Treasury Bureau of Statistics show that the imports into Natal in 1902 amounted to 75 million dollars, against 50 millions in 1901; and those into Cape Colony, 170 millions in 1902, against 120 millions in 1901. This makes the total importations into Natal and Cape Colony in 1902, 245 million dollars, in round terms, against 170 millions in 1901. This increase in the importations into the South African colonies is not merely a recovery from the depression of the war period, but is an actual and large gain over conditions which existed prior to that time.

A RECENT banquet was given at Chicago by Mr. James Rodgers, advertising manager for the Harper publications, for the purpose of regaling advertising men and returning whence it came a portion of the surplus profits that tended to make his pocket book too plethoric to be conveniently carried around. In the course of the remarks made by Mr. Rodgers he told the following interesting story as set down by a reporter for *Ad Sense*:

A young man who came to him for a position, and, laying down a card bearing upon it the name of a so-called yellow journal, said, "You see what my connections have been, and I am not especially proud of them." He was at once told that there was no position with Harper & Brothers for him, and that what he needed was a lesson in loyalty; that he had taken his money from that journal for his services and that he was lacking in one of the most essential qualities that fit any man for valuable services to his employer. Disloyalty is certainly not a sin that can be laid at Mr. Rodgers' door, and his devotion to the interests of the great house he represents has been well rewarded, for the responsible position he now occupies is a great compliment, but one which has been well earned.

THE modern magazine was born of art in illustrations. And those magazines carry most advertising which give most care to art in the advertisements which they carry.

A BILL to prohibit the publication of State and municipal legal advertising in obscure, bogus "news-papers" has been introduced into the California State legislature. It provides that "all legal notices or official advertising shall be given, or made, only in a newspaper of general circulation, when such a newspaper is published for the dissemination of local or telegraphic news and intelligence of a general character, having a bona fide subscription list of paying subscribers." Commenting upon the measure the Los Angeles *Herald* says: "There is no more shameful official abuse than the one which allows important public advertisements and legal notices to be hid away in the columns of obscure sheets that are kept alive solely by the money they obtain for such alleged advertising. If publicity is the purpose of official advertising, the real newspaper, not the spurious catch-penny device, should be used. If publicity is not desirable, it would be just as serviceable, and much cheaper, to insert the advertising in the waste basket." Millions of dollars of public funds are squandered every year throughout the country in this form of jobbery and special privilege, and the abuse is so flagrant that one wonders no similar measures have ever been taken before. Newspapers could well devote a little of the thunder directed against outdoor advertising upon this evil. Hardly a city or town in the country but has its pseudo-newspaper for city advertising, printing perhaps a hundred copies and taking thousands of dollars for publicity in a paper that is seldom known by name to residents in its community. A list of all such mediums, with the amounts paid them annually by municipalities and the correct statistics of their circulation would be one of the most interesting exhibits in political corruption that could be compiled.

THE National Association of Retail Druggists has raised a fund to be used in effort to check "substitution" and "cut rates." Substitution is altogether dishonest, and must die the death eventually. But cutting prices seems to be so inseparably associated with competition that the crushing of it out now would seem to be an herculean task. Every honest man must wish the association Godspeed in its endeavor to crush out "substitution."

THE following talk on minor house repairs is condensed from a folder called "Seasonable Thoughts," sent out by Hossack Bros., Schermerhorn street, Brooklyn. A timely suggestion of this nature ought to make its way with the average householder in spring and fall, and the arguments may serve as a model for others in this field—a line of business not especially distinguished for advertising of any description. Nolan Bros., printers, Brooklyn, deserve credit for the typographical dress.

With early spring come thoughts of necessary repairs, or alterations to the household. We remove winter storm stoops, sashes, covers, doors, etc., having room to carefully store them away where they will be free from dampness, dirt, coal and ash dust, as when exposed in cellars. After the frost is out of the ground, the fences, clothes-posts, yard curbs and flagging should be repaired, before preparations are made for the summer garden. Your blinds, screen doors and window screens should be looked over; repaired, painted and varnished if necessary, allowing them to harden, ready for use later in the season. We have facilities for all work pertaining to the house, from the start to completion. Many of our patrons place their orders entirely with us, establishing a "one-headed" responsibility, which saves them from annoyances, and works out a more harmonious and satisfactory job. We lay parquette flooring, design and build special pieces of furniture, bookcases, cabinets, alter vestibules, remodel extensions, butlers' pantries, dumb-waiters, etc., etc.

Our painting and decorating department, established less than a year ago, has proved a very wise addition to our resources, far surpassing our anticipations. We have on exhibition samples of the new wall papers, which are exceptionally fine this season; should you contemplate any changes along this line, we would appreciate an opportunity to submit our estimates for painting, papering, decorating, refinishing front doors, scraping and refinishing hardwood floors, and all items pertaining to this branch of our business.

NO MORE DECISIONS.

"THE NEWS-DEMOCRAT,"

PADUCAH, Ky., March 19, 1903.

Editor of PRINTERS' INK:

Some days ago we sent to you a file of the *News-Democrat* for February in which we were running a prize contest for the best advertisement thirty inches or over which is an exact duplicate of the contest you have just decided for the *Owensboro Messenger*. We would be under deep obligations to you if you would tender us a decision from the file sent you. The ad in several of the issues will explain thoroughly what we want to have decided. We were led to send it to you knowing that every merchant would be thoroughly satisfied with your decision. Yours truly,

C. E. EVERET.

In the case of the *Owensboro, Ky., Messenger* the Little Schoolmaster made a decision in regard to the best ad submitted and the experiment was satisfactory apparently to all concerned. To continue to make such decisions, however, would only lead to criticisms and dissatisfaction and therefore PRINTERS' INK will hereafter hold aloof of all propositions such as the above.

APPRECIATING GOOD THINGS.

THE IRON AND STEEL PRESS CO.,
Publishers of the *Iron Trade Review*
and the *Foundry*.

CLEVELAND, O., March 21, 1903.

Editor of PRINTERS' INK:

I sent my subscription to PRINTERS' INK the other day, and you started the subscription with the issue of March 11. I notice on page 18 the eighth article on "Trade and Technical Journal Advertising." I presume that there are seven of these articles that have been printed in PRINTERS' INK previous to the March 11 issue, and I should like to have the copies containing these seven articles.

I should also like to have a copy of the book entitled "Leading Newspapers," which you say will be sent post-paid for \$1. I inclose the \$1, and will remit for the seven extra copies containing the articles mentioned.

Kindly forward these by return mail, and oblige, Yours very truly,

G. H. GARDNER.

A MODEL INQUIRY.

JOSHUA HENDY MACHINE WORKS.

Incorporated 1882.

SAN FRANCISCO, Cal., March 20, 1903.

Editor of PRINTERS' INK:

Please send us a sample copy of your publication. State the number of copies you issue to paid subscribers, also the number you have on the free list, as well as the geographical distribution of the above. We desire your advertising rates but have no use for the circulation liar or rate cutter and ask for your lowest cash prices in which no middle men are to be considered. Trusting we may be favored with an early reply, we are

Yours respectfully,

JOSHUA HENDY MACHINE WORKS,
Per Kritzer.

QUERIES FROM CAPE TOWN.

CAPE TOWN, Feb. 23, 1903.

Editor of PRINTERS' INK:

I am a subscriber for the Little Schoolmaster per Messrs. Sears, London. I have your book of Ready-Made Ads also Fowler's Publicity, but I am writing to ask you if you have any other smart publications you can recommend to me. Would you tell me at the same time, which are the best newspapers in the U. S. A., which contain smart store ads. I get the New York Sunday papers here but no others. I am of opinion there may be some papers in Chicago or Philadelphia perhaps even better than those mentioned. Would you also inform me which is the best paper that specializes Mail Order business.

Faithfully yours,

Wm. Thaw Denniston

The latest book on advertising is by J. Angus MacDonald. It costs two dollars and is worth the money. Orders may be sent to the Lincoln Publishing Company, Philadelphia. Some of the papers which contain commendable and conspicuously well displayed ads are Washington, D. C., *Star*, Chicago *Record-Herald*, Chicago *Daily News*, Philadelphia *Record*, Philadelphia *Inquirer*, Indianapolis *News*. There are of course many others. The last question might be answered had the correspondent been more specific about his mail order proposition.

A \$100 PURCHASE.

WM. THAW DENNISTON,

Attorney at Law,

MEDORA, N. D., March 21, 1903.

Editor of PRINTERS' INK:

I am a very interested and "instructed" reader of that publication, and I would like to see reproduced, at the proper time, the result of the *Strand* ad contest, mentioned on page 16, issue March 18, 1903.

It seems to me that the results of this contest, with reproductions of the successful ads, would be one of the most valuable lessons given by the Little Schoolmaster.

Your comments on the same would, to me, and I doubt not to every one of your readers, make the contest simply invaluable.

I think my subscription runs to Jan. 1904, at which time I shall take great pleasure in making another hundred dollar purchase of other people's brains for \$5. Very truly yours,

WM. THAW DENNISTON.

THE buyer of good advertising gets rich, quicker than the seller.—*White's Sayings*.

READS IT FROM "COVER TO COVER."

Hossack Bros.,
Carpenters and General Contractors,
62 Schermerhorn street,

BROOKLYN, N. Y., March 13, 1903.

Editor of PRINTERS' INK:

About a year and a half ago I came across PRINTERS' INK in a newspaper office where I was assisting a friend who was on the sick list. To say that I became interested in putting it mildly and I frequently stopped at 10 Spruce street to buy my copy.

A year ago I instructed a local news-dealer to get me PRINTERS' INK weekly; then my troubles commenced; either he or the News Co. did not care to handle it and I frequently was told that: "I could not get it," "It is not printed any more" and such statements. Knowing of its weekly appearance I insisted upon and always got my copy.

Last spring our business (carpenters and general contractors) was very poor and after writing a couple of advertisers in PRINTERS' INK regarding preparing a booklet for us, we finally placed an order with one. After many endeavors to have the order filled we found ourselves past the spring season and insisting upon our order being filled or the money returned, we received a check and lost a very valuable opportunity and suffered through the year. During the autumn we were determined not to lose another chance and after consulting advertising constructors, receiving little encouragement, my brother and I prepared the booklet that you commented so favorably upon in

your issue of Sept. 10, 1902. The results of that booklet were astonishing, bringing us about \$3,000 worth of work from persons not on our books and greatly increased our regular accounts. In some lines of business these figures do not amount to anything but in a jobbing carpentering establishment this amount is not done by some of the smaller ones in a year. Our recent booklet (forwarded to you for comment) has been out only since Monday, March 9th, and up to to-day, Friday, March 13th, we have received several orders and inquiries and the season promises to be a busy one; for all of which I desire to extend to PRINTERS' INK due credit and thanks for the advertising knowledge received from its pages. Personally I read it from "cover to cover." Have mailed it to a friend only to find that he has not read several of the copies, so am now seeking an outlet for my copy. Very truly yours,

ROBERT HOSSACK, JR.

I love my love with a "Q."

Thousands of successful business men are glad to pay five dollars a year for the privilege of reading PRINTERS' INK every week. Why? In addition to telling them how—and how not—to advertise, it saves them money in placing advertising.—J. E. Quinn, Ocean Grove, N. J.

"The Great Daily of the Great Northwest."

Minneapolis means money.

No section of the United States is more productive or more prosperous than the great Northwest, and no paper in the world is more representative of its field than

THE MINNEAPOLIS JOURNAL

Here is the one newspaper that enters into every home in Minneapolis that advertisers wish to reach.

Sworn circulation 57,079.

And remember THE MINNEAPOLIS JOURNAL being an afternoon paper does not duplicate its circulation as does a paper published both morning and evening.

N. LEE STARKE,

Tribune Building,
NEW YORK.

Mgr. General Advertising,

Tribune Building,
CHICAGO.

NOTES.

THE latest Rock Island time table folder is distinguished by more forceful arguments and pictures than are usually associated with detailed information of this sort.

A NEAT booklet, confined chiefly to detailed descriptions, announces the opening of the Kent House and Waldmere Hotel, Lakewood, Lake Chautauqua, N. Y. The illustrations are excellent.

BENZIGER BROTHERS, publishers of Roman Catholic periodicals, New York, announce that their list of fourteen miscellaneous quarterlies and annuals will now accept advertisements for the first time.

A FINE little talk on life insurance, with a reply card attached, is given in a folder sent out by Herman Schwable, 845 North 11th street, Philadelphia. The printing is excellent. Writing by Benjamin Sherbow, Philadelphia.

THE Shoe Retailer, New York, sends out a neat booklet describing its special service department, which investigates the individual marketing problems of shoe manufacturers and furnishes suggestions for betterment free of charge.

"MAKE Every Dollar Work Like Sixty" is a neat brochure from the Kansas City Journal setting forth the merits of that paper as a medium for financial advertising. Testimonial letters from banks, brokers and mining companies enforce the arguments.

FROM the Robert Graves Company, New York, comes a beautifully printed book of samples of pressed wall paper designs, prefaced simply with a few explanatory words about colorings and variety of stock. The samples tell their own story. The volume bears the imprint of the Breuker & Kessler Company, Philadelphia.

FROM the Chicago salesroom of M. H. Birge & Sons Co., 27 Lake street, comes a large booklet showing views of rooms decorated with exclusive designs of wall paper. Short, sensible arguments explain the firm's policy and methods. Illustrations and mechanical work are excellent—the product of the Matthews-Northrup Press.

A NEAT booklet, showing sample pages and filled with live summaries, advertises the 1903 edition of Moody's Manual of Corporation Statistics, an annual reference work published at 35 Nassau street, New York. Since the first issue of this valuable publication in 1900 it has become a standard authority on corporations. The edition for this year will be out May 1.

"SCHOOL advertising specialist" is the title used by Mr. C. C. Rearick, Masonic Temple, Chicago, to describe the particular service he renders in the advertising world. In a neat folder he explains that he has made a specialty of interesting young people in educational work, has studied literature used by the schools most largely attended, and prepared advertising for many different sorts of educational institutions during a period of ten years.

FROM the MacCarthy-Evans Tailoring Co., St. Louis, come two envelope fillers that are not especially attractive typographically.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

BRIGHT ad school student as advertising assistant. Box D, Sun Office, N. Y.

MORE than 200,000 copies of the morning edition of the World are sold in Greater New York every day. Beats any two other papers.

WANTED—Correspondence with man employed in paper cartridge factory who knows every detail of its business. Address "N. C. C.," care Printers' Ink

ONE of the rarest and most effective outdoor advertising schemes is offered at reasonable rates to manufacturers and advertisers in general. For information write to J. M. RYAN, Old Orchard Beach, Maine.

ASSISTANT MANAGER of one of the foremost trade journals in the world desires change to something he can manage, develop and grow with. Very successful in getting and holding advertising. Address "PROGRESS," Printers' Ink.

ADWRITER wanted who has had experience in preparing catalogues, booklets, and who can act as assistant to general manager of a large printing plant in carrying on correspondence. Send samples, state age, references and salary. Fine chance for a good man willing to prove his value. REPUBLICAN PUBLISHING CO., Hamilton, Ohio.

AN ARTIST, with pen and brush, competent to do lettering, illustrating, illuminating and designing for resolution, crest, poster, commercial work, etc., and who could take charge of the art department of a high-grade, out-of-the-rut studio about to be started, who would like to associate himself with such a novel establishment, can obtain particulars by addressing "STUDIO,"

Care Printers' Ink.

A NEW YORK Advertising Agency wants an outside man, young, of good address, civil, persistent, but not cheeky; having some knowledge of the comparative merits of local newspapers and desiring to learn the business—which is a very good one. State age, previous employment, salary expected, and name one or two references. For the right man this is a good opening. Address "ADVERTISING AGENCY," P. O. Box 672, New York City.

COIN CARDS.

33 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

PRINTERS.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

PRESCRIPTION BLANKS—10,000 standard size, perforated stub, flexible covers, physician's name, white or tinted paper, \$11.50. Neatly printed—the best there is. NA JGDCHES PRINTING CO. (Inc.), Nacogdoches, Texas.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 31st issue now ready; free. S. F. MYERS CO., 45-55 Maiden Lane, N. Y.

LYON & HEALY'S NEW PREMIUM CATALOGUE now ready contains musical instruments of all descriptions, including a special cheap talking machine. \$20,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for this catalogue to PREMIUM CLERK, Lyon & Healy, 199 Wabash Ave., Chicago.

HALFTONES.

TRY the hurry department. Newspaper half-tone quicker than Jack Robinson. STANDARD, 61 Ann St., New York.

75 C. NEWSPAPER HALFTONES, single vol. 60, 85 or 100 line screen. Delivered with cash accompaniment order. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

MAILING MACHINES.

THE DICK PRICELESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. THE SHAW-WALKER CO., Muskegon, Mich.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. BASSETT & SUTPHIN, 45 Beckman St., New York City.

ADVERTISING MEDIA.

25 CENTS per inch per day; display advertising, flat rates. ENTERPRISE, Brockton, Mass. POPULATION, city of Brockton, Mass., 40,063. The Brockton ENTERPRISE covers the city.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy. ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 1,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater bt., N. Y.

WHOLESALE and RETAILERS' REVIEW, San Francisco, covers wine, beer and spirit trade of entire West and Orient. It creates a demand. Write for rates.

50,000 GUARANTEED circulation, 15 cents a line. That's what the PATHFINDER offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

THE FREEMAN, the national organ of the Negroes. It is supreme in this field. A valuable mail-order medium, reaching a class of customers not now reached by your present system of advertising. Advertising returns are the convincing arguments of its circulation. Not to surprise you would surprise us. Advertising rates on application. GEO. L. KNOX, publisher, Indianapolis, Ind.

THE NATIONAL FARMER AND STOCK GROWER is a high-class monthly farm paper with a strong leaning toward live stock raising. It reaches the best agricultural constituency and has the largest circulation in its class. Guaranteed circulation 100,000 copies each edition. For advertising rates address any up-to-date agency, or the publisher, PHILIP H. HALE, 416 Granite Building, St. Louis, Mo.

ILLUSTRATORS AND ILLUSTRATIONS

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

STEREOTYPE MELTING POTS.

POT luck is good luck when it's Blatchford's melting pot that's in question. It's made for cleaning metals and it keeps 'em clean. Get prices on our gas and coal or wood furnaces and on Perfection Linotype Metal. E. W. BLATCHFORD & CO., 54-70 No. Clinton St., Chicago. "A Tower of Strength."

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace Stencil Addressing Machines, which address wrappers, envelopes, etc., at the rate of 100 per minute. A card index system of addressing, a great saving of time and money, used by Printers' Ink, Butterick Pub. Co. and scores of others throughout the country; write us for terms and circulars. WALLACE & CO., 29 Murray St., N. Y. City.

ATLANTIC CITY ADVERTISING.

WE can give you information and prices on any variety of Atlantic City advertising. By means of our Boardwalk Exposition Stores you can reach a million good people during the coming summer. Write us. THE BOARDWALK ADVERTISING COMPANY, Atlantic City.

LITHOGRAPHY AND TYPOGRAPHY.

CERTIFICATES, Bonds, Diplomas, Letterheads, etc., partly lithographed and to be completed by type form. Send for samples. KING, 106 William St., N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

EXPOSITIONS.

IF you think it would be an advantage to display your wares to a million people on the Atlantic City Boardwalk this summer, find out about the Boardwalk Exposition Stores. Write to THE BOARDWALK ADVERTISING COMPANY, Atlantic City.

BY advertising on the Atlantic City Boardwalk in a proper manner you can reach, probably, the best class of buyers in the country. Write for information about the Boardwalk Exposition Stores to THE BOARDWALK ADVERTISING COMPANY, Atlantic City.

ADVERTISING BAROMETERS.

FIRMS of all kinds wishing to advertise their business will find color barometers popular and attractive. The figure of a child is mounted on card the size of Government envelope—printed as desired. The skirt of figure is of chemically-treated Nainsook, which changes to blue, pink and lilac with the change of the weather when put in the air; 24,000 made for one firm, 17,000 for another, 30 gross for third, etc., since August last. Price of style No. 1 \$35.00 per thousand, net. Samples and names of customers as reference sent on application. Agents wanted in large cities to personally interview firms. "BAROMETER," P. O. Box 675, N. Y.

ADDRESSES AND ADDRESSING.

1,800 NAMES and addresses of Maine guides. Apply for prices. H. G. KENNISTON, Portland, Maine.

ADDRESSES to order, to fit your needs. Strictly custom made lists. 50c. per 100. EUGENE A. GHANT, Santa Barbara, Cal.

400 FARMERS' names, 25c. All just copied from rural mail boxes. Heads of families only. F. S. HOLLIS, Swanton, Ohio.

1,000 NAMES and addresses of New England and Middle States sportsmen. Price on application. H. G. KENNISTON, Portland, Maine.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE
Printers' machinery, material and supplies.
Type from all foundries.
Estimates cheerfully furnished.
Quality above price.
CONNER, FENDLER & CO., N. Y. City.

BOOKS.

FAST-SELLING books for mail trade. List free.
NATIONAL INSTITUTE, Glen Elton, Cal.

MACDONALD'S new book, "Successful Advertising; How to Accomplish It," is complete, clear, concise. 400 pages, cloth bound. Postpaid \$3. **LINCOLN PUB. CO., Provident Bldg., Phila.**

LISTEN—Every reader of **PRINTERS' INK** who enjoys reading original and progressive ideas pertaining to the interests of the merchants in general ought to send for a copy of "LISTEN."

"LISTEN" is a monthly magazine published at Evansville, Ind. Send two two-cent stamps for sample copy.

"**LEADING NEWSPAPERS**," a handbook for advertisers, compiled by the editor of **PRINTERS' INK**, is now ready for delivery. Every advertiser and every student of an advertising school should add this book to his working outfit. It's a handsome volume, substantially bound in green cloth and gold, pocket-size, and will be sent postpaid upon receipt of one dollar. Seven separate chapters give breezily written information that is valuable to every advertiser and necessary to know for everyone who intends to make a living by writing and placing advertising matter. Address **PRINTERS' INK, 10 Spruce Street, New York.**

MISCELLANEOUS.

THE management of every live newspaper wishes to increase business—daily, weekly—monthly. It must chiefly be gained through an increase in advertising. Advertising is a peculiar proposition to new or prospective converts. It's a force and a tool and can work destruction as well as success. An advertiser must be systematically developed. First his mind must be prepared, the field cleared, and then comes the practical, tangible proposition. **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising, is the pioneer force to make—first, converts to advertising, then to show the young advertiser the way to success. The missionary work of **PRINTERS' INK** is as unique as it is successful. It works silently and surely on mind and intellect, especially on the latter. The newspapers of the United States can point to no other single factor that has done so much to enhance and develop their advertising. The publishers of **PRINTERS' INK** are willing to bargain with a few newspapers of the highest grade to send a specified number of **PRINTERS' INK** subscriptions and allow them to be paid for by an advertisement of **PRINTERS' INK** to be inserted in the paper interested. Any one interested should specify how many subscriptions are wanted and inclose his latest rate card. Address **PRINTERS' INK, No. 10 Spruce St., New York.**

FOR SALE.

ILLINOIS country weekly for sale. Address **P. H. BABCOCK, Box 517, Davenport, Ia.**

FOR SALE Goss perfecting newspaper press, good as new; cheap. Address **THE COMMONWEALTH, Covington, Ky.**

FOR SALE—7x11 Gordon, \$40; 8x12 Favorite, \$50; 30-inch Leader cutter, hand, \$50; 6 and 8 body type; 40 fonts job type. Proof on application. **JAMES VICK'S SONS, Rochester, N. Y.**

DO YOU WANT an up-to-date newspaper and complete job plant, Pennsylvania city of 15,000 where is only one other newspaper? Have you \$500 to pay down, ability and \$5,000 to make big success of enterprise? Then send references to **ANTHRACITE PUBLISHING CO., Carbondale, Pa.**

NON-SOURING PASTE.

Tubes, 6 and 10 cents.
½ pint, 15c.; pint, 30c.
Quart, 50c.; ½ gallon, 80c.
Full (3 gal.), \$1; tub (5 gal.), \$3.50.

H. J. LATHAM,
100 Duane Street, N. Y.

ADVERTISEMENT CONSTRUCTORS.

I'M not blowing, but I'm busy. Need my help!
JED SCARBORO, Brooklyn, N. Y.

ADS that sell goods—the kind you want—the kind I make. Write! **E. L. REID, Athens, Ind.**

H. J. ELLSWORTH, Buffalo, N. Y., writer of first-class ads that draw business and pay.

EDWIN SANFORD KARNA, writer and promoter of profitable publicity, 871 East Forty-third St., Chicago.

BANKERS and retailers should write on business paper for samples and prices, illustrated advertisements. **ART LEAGUE, New York.**

HENRY FERRIS, 915-920 Drexel Building, Philadelphia. Advertiser. Systems devised and introduced.

ONE client says: "You are right. In fact we have to acknowledge that you are most always right." **A. B. MERRITT, writing, printing and illustrating for advertisers, 64 Rapids, Mich.**

"**SOME Evidence in the Case.**" A folder in which some specimens of my work are reproduced. You're welcome to a copy. **BENJAMIN SHERBOW, Advertiser, 1019-21 Market St., Philadelphia.**

I And only one thing—but do that well—write plain, common sense talk that will bring business. Why not write me now—this minute—and let me tell you why it does! **ED. C. BARROLL, Farmington, Mo.**

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK, 10 Spruce St., New York.**

MAIL-ORDER ADVERTISING—Ads, booklets, follow-up letters **THAT PAY.** (One man is writing 60 percent of the successful mail-order advertising of this country. He is Eugene Katz, of Chicago. Those who are about to embark in the mail-order business, those who are already in it and are not meeting with success, as well as those who need new advertising material prepared, should write him. His is not the cheapest work, but the very best. Samples of his work for the leading successful medical, financial, agents and scheme advertisers can be seen in every principal daily, weekly, monthly and magazine in the U. S. and Great Britain. He plans, writes and guides the entire campaign. If you would rather pay a little more and be successful address **EUGENE KATZ, Boyce Bldg., Chicago.**

TIS FRIGHTFULLY COSTLY!! for a man in any business or profession whatsoever, to be FORGOTTEN and this is what makes oblivion come so very, very "high." The man who is REMEMBERED by a buyer about to place an order is the man who gets that ORDER every time, whereas the man who is FORGOTTEN don't. I make a specialty of building little memory joggings "things" of various kinds that when persistently used insure their promulgator against being so EXPENSIVELY FORGOTTEN. Many of these "little things" of my "get" slip into the regular 6½ envelopes and into most "heads" from No. 7 upwards and say in small space quite as much as need be said to a busy man with his thirst for "hot-air" and "padding" under perfect control. I'm always glad to send samples of my "doings" to those whose communications suggest possible business, and who know too much to use a postal card when asking that they be sent.

REMEMBER THIS, MY BRETHREN!! You cannot "refresh" a buying memory too often—if done discreetly.

My "doings" include catalogues, booklets, price lists, folders, circulars, mailing cards and slips, circular letters in series, newspaper, magazine and trade journal advertisements; in short, commercial literature in all of its many possibilities.

My work includes writing up the subject matter for all such things, from notes furnished me—often from very meager ones.

FRANCIS I. MAULE,
No. 21, 402 Sansom Street, Philadelphia.

NOTES.

A NEAT catalogue of laces and art needlework comes from T. Buettner & Co., 207 Jackson boulevard, Chicago.

A FOLDER filled with arguments for small retailers' publicity is sent out by Ed. C. Barroll, adwriter, Farmington, Mo.

"PLATE Text No. 3," an antique type face for social and commercial stationery, is daintily shown in a booklet from Barnhart Bros. & Spindler, Chicago.

AN odd and convincing folder from the Los Angeles Ice & Cold Storage Co., Los Angeles, Cal., exploits Puritas Distilled Water by means of arguments and opinions of consumers.

"HOT-AIR Heating with Natural Gas" is a clean, concise catalogue of Mellott Hot-Air Furnaces from the Mellott Heating Company, Pittsburg. The arguments are of the technical sort, but clearly expressed.

"GOOD SALESMEN" is the title of a bright little booklet setting forth advertising arguments for the *Ohio Farmer*, Cleveland. The matter is attractive, illustrated in colors and reinforced with testimonials.

GORDON & GOTCH of London have been appointed sole European agents for advertising on the railways of the Natal Government Railways, Beira and Salisbury Railways (Portuguese East Africa), and the West Australian Government Railways.

A TASTEFULLY printed little booklet from Squiers, Vandervoort & Company, Chicago, shows late styles of cravats by means of excellent halftones, together with latest designs in cravating silks. The accompanying argument is brief and convincing, and the whole affair is commendable.

THE annual catalogue of the Kalamazoo Stove Co., Kalamazoo, Mich., contains most comprehensive and convincing arguments for this concern's stoves and ranges, as well as its "factory to consumer" plan. By some oversight the schedule of prices has been omitted in the Little Schoolmaster's copy, an important feature which, it is to be hoped, accompanies every copy put into general circulation.

"SPRING and Summer Fashions" is a small booklet from Jacobs & Harris, tailors, 79 Fulton street, New York. Fine halftone plates show seasonable styles in an attractive manner, but the outer garb of the booklet is hardly worthy of these plates.

AN extremely attractive booklet called "The Cozy Cottage" is sent out by the Steinbach Company, house-furnishings, Asbury Park, N. J. It shows views of a cottage furnished throughout by this company, with just enough forceful argument to carry the pictures. The work by the Pennypacker Press, Asbury Park, is commendable, but in the Little Schoolmaster's opinion the border of black around halftones tends to deaden them, and they would show to better advantage without it.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

British and Colonial Advertising

Many leading American and Canadian Advertisers avail themselves of our exceptional facilities for placing British, Australian and South African Advertising on the most advantageous terms. But we can still add to our list. A note of inquiry is solicited. ❧ ❧ ❧

C. Mitchell & Co.

ESTABLISHED 1837.
Mitchell House, Snow Hill,
London, E. C. Eng.

The
Observer
Hoboken N.J.
Circulation...
(Guaranteed)
20,000

PRINTING
of every description, a little bit better and
just as cheap, at
Printers' Ink Press, 45-47 Rose St., N. Y.

CANADA.

CANADIAN ADVERTISING is best done by THE
DESBARATS ADVERTISING AG'TY, Montreal.

New York Dramatic Mirror

121 W. 42d St., N. Y. Established 1879.
Reaches weekly every manager, actor, actress,
theatrical employee and the great theatre loving
public in every town having theatrical interests
in the U. S. See the line of representative com-
mercial advertisements now running in THE
MIRROR. Rates and sample copies on request.

The World To-Day

marks the first successful establishment of a high-
class general magazine in the Western field.

It is a monthly encyclopedic record of events—a magazine of information—containing
upwards of 130 pages of text and illustrations each issue.

OWNED AND PUBLISHED IN CHICAGO

Edited by more than fifty specialists covering every field of activity and thought.

It has no affiliation or connection with any book or publishing business, nor other
enterprise.

Its field and future are demonstrated by the fact that the current (April) number is
the twenty-third issue.

Its growth in circulation is such that an average issue of 60,000 copies for the year
is guaranteed.

It affords to the advertiser an unequalled opportunity for concentration among intelli-
gent and well-to-do classes in a territory unsurpassed.

95 per cent of its circulation is west of the Alleghenies

95 per cent of that circulation is in towns and cities

Its subscription price is \$3.00 per year, 25c. a copy.

Its advertising rates are lower than any magazine of its class. If interested write for
sample copy, "Six Expert Opinions," etc.

CURRENT ENCYCLOPEDIA CO., 153-155 La Salle St., Chicago.

W. R. EMERY, Mgr. Adv. Dept., Trade Bldg., Chicago.

WHEN

a strong Republican two-cent evening paper like

THE JERSEY CITY EVENING JOURNAL

has far the largest circulation in a
Democratic stronghold

THAT

means something that shrewd advertisers appreciate.

Daily Average Circulation:

1899, 14,486

1901, 15,891

1900, 15,106

1902, 17,532

1903, 18,460

A HOME-NOT A STREET CIRCULATION.

A. E. DUNN, • • • Manager

The Most Popular Jewish Daily.

DAILY JEWISH HERALD

Established 1887.

Largest Circulation

Reaches more homes than any Jewish newspaper, therefore the BEST advertising medium.

The Volksadvocat Weekly.

The only weekly promoting light and knowledge among the Jews in America.

M. & G. MINTZ,

PROPRIETORS.

132 Canal St., New York.

TELEPHONE, 986 FRANKLIN.

Circulation Books Open for Inspection.

SIX AND A HALF MILLIONS of American goods were sold direct to merchants in **BRITISH COLUMBIA** in the year 1900, not including at least \$2,500,000 of American origin, purchased in Eastern Canada. Do you want a share of this trade?

The Colonist

Established in 1838.

VICTORIA, B. C.

"Covers the entire province."

SUBSCRIPTION RATES:

Daily (including Sunday),
\$6.00 per year.

Semi-Weekly, \$1.50 per year.

The Colonist Printing and
Publishing Co., Ltd.,
VICTORIA, B. C.

A Phenomenal Journalistic Success

The Salt Lake Telegram.

The Only 3c. Paper Published in Utah.

It has the largest average evening circulation of any daily published in Utah; Idaho, Nevada and Wyoming. To reach those States, you should advertise in THE SALT LAKE TELEGRAM.

S. C. BECKWITH SPECIAL AGENCY,
Tribune Building, - - New York.

H. M. FORD, 112 DEARBORN STREET, CHICAGO.

Are You Coming to New York
For an Advertising Campaign?

See This List of National Advertisers
(The Biggest in the Country)

who find that

THE EVENING TELEGRAM

is a newspaper they cannot afford to ignore:

PERUNA.	ALLCOCK'S POROUS PLASTER.
CASTORIA.	LYDIA PINKHAM.
DR. PIERCE.	BEECHAM'S PILLS.
VINOL.	REXALL REMEDIES.
STUART'S PREPARATIONS.	IRON-OX REMEDIES.
MEDICAL LAKE SALTS.	BROMO-QUININE.
ORRINE.	SLOAN'S LINIMENT.
MUNYON.	KOCH LUNG CURE.
QUAKER OATS.	FORCE.
PRESTO.	MALTA-VITA.
PETTITJOHN'S BREAKFAST FOOD.	H. O.
POSTUM.	GRAPE-NUTS.

And there are many others who have found

THE TELEGRAM

GOES INTO THE HOMES OF BUYERS.

Proof of this appears in every edition.

The TELEGRAM is crowded with Retail Store
advertising, and we carry

Three or More Pages, Daily, of
EXCHANGE AND SMALL CLAS-
SIFIED BUSINESS.

Established just two years ago, this depart-
ment is the marvel of the advertising world.

No other evening paper in the city of New
York can get these small advertisements, because
none other is so

Popular in the Homes and Among Women as

THE EVENING TELEGRAM.

WHAT'S KEEPING YOU

from using the ELLIS PAPERS? Look into them and you will find that we are carrying the advertising of the greatest and most successful mail order houses in the country.

The Ellis Papers

ARE THE BEST OF THEIR KIND.

The following testimonial is from an advertiser who has used the papers continuously for years :

MR. W. J. KENNEDY, Adv. Mgr., CHICAGO, March 21, 1903.
THE C. E. ELLIS CO.,
112 Dearborn St., Chicago, Ill.

Dear Sir:—We have used the "ELLIS PAPERS THAT PAY" for our mail order watch business for years. This in itself speaks volumes, as we undoubtedly have, from long experience, one of the most careful checking systems on returns in the business. Under the circumstances, we feel disposed to simply say, in justice to our satisfactory and pleasant business relations with the said publications, that they have "*made good*." Our agents (Nelson Chesman & Co.) will tell you that your orders come to you each month without any particular solicitation.

Very truly yours,

THE DIAMOND JEWELRY CO.,
Per M. C. FARBER, Mgr.

There are, conservatively estimated, ten million buyers, located in small country villages and on farms, reached by our list every month. Can you afford to leave them out? Note the circulation below. They are actual and include no duplicates. The Ellis papers are:

	Circulation.	Rate per Line.
Metropolitan & Rural Home, -	500,000	\$2.00
The Paragon Monthly, - -	400,000	1.50
The Gentlewoman, - - -	400,000	1.50
The Home Monthly, - - -	400,000	1.50
Park's Floral Magazine, - -	350,000	1.25
Total, - - -	2,050,000	

THE C. E. ELLIS COMPANY,

713-718 Temple Court Bldg.,
NEW YORK.

112-114 Dearborn Street,
CHICAGO.

Words of Wisdom

"He who fortifies against leaks by judicious buying, judicious employing and judicious hustling is the man who will never be so absorbed with the saving at the spigot that he is deaf when the drops begin to trickle where they should not—wasting at the bung."

The above remarks appeared in an article written by Mr. Guy B. May for the *Inland Printer*, and it would benefit thousands of printers throughout the country to take heed to what he says.

I know many men in the printing line who are judicious hustlers and judicious employers of labor, but who are sadly lacking in the art of buying. They seem to acquire a fondness for ordering more than they actually need, and their shelves continually groan under the weight of dead stock. They are always in debt and simply working for the ink man, the paper man, the printers' material man and the roller man. When their plant is worn out they are not in a position to replace it, and consequently must step aside for the man who bought conservatively and saved his pennies, and kept astride of the times with up-to-date machinery.

For the past nine years I have been exhorting printers to buy from me just the quantity they need, and a $\frac{1}{4}$ -lb. order is filled as amicably and promptly as if it were a 500-lb. barrel.

My terms are cash in advance, and when you don't send the money you don't get the goods. If you become dissatisfied with your purchase I am always ready to refund the money and reimburse you for the transportation charges.

Send for a copy of my price list and compare it with what you paid for inks on credit.

ADDRESS

PRINTERS INK JONSON

17 Spruce St.

New York

CLIPPED AND PASTED.

DAIRYMAID wanted, able to wash and iron (4 cows).—*Hereford Journal*.

GENERAL Servant Wanted, small house, family of two, one agreeable and obliging.—*Lynn (England) Advertiser*.

"WHAT is it that makes men great, papa?"

"Persistent advertising, my son."—*Cleveland Plaindealer*.

A SIGN on an East side shop window reads: "Fried Shoes." The merchant's name is Fried, but he forgot to put a comma after it.—*New York Times*.

A SHOEMAKER had this card in his window:

"Any respectable man, woman or child can have a fit in this shop."

PAUL, Mabel and Bellma Porter Saturdaynighted with their little Korell cousins.—*Hayes County (Neb.) Republican*.

THE woman's page in a newspaper is the one which contains the dry goods bargain sale advertisement.—*St. Louis Humorist*.

"So he advertised for a wife?"

"Yes, and he got twenty-three letters from other men saying he could have theirs."—*New York Times*.

A BUTTE, Mont., editor has fatally shot a physician. Perhaps the physician didn't take his paper. Now is the time to subscribe.—*Houston Post*.

HOSTESS—"Yes, he's a poet, Mr. Gruffee."

Mr. Gruffee—"Ah! What brand of health food does he advertise?"—*Chicago News*.

A WESTERN paper refuses to publish eulogies gratis, but adds: "We will publish the simple announcement of the death of any of our friends with pleasure."—*Ram's Horn*.

EDITORIAL Notice (in magazine of the near future)—Owing to the press of advertising matter, the literary features have been omitted for this month.—*Smart Set*.

THESPIA—Why did she discharge her press agent?

Foyer—There was a fresh bit of scandal about her, and he never heard of it.—*New York Times*.

SEE here, you chump; I placed an ad in your paper showing the public how to get rich quickly—and you place underneath it another ad on "how to cure the dope habit."—*Brooklyn Eagle*.

"HE boasts that he doesn't advertise, but he's still doing business at his old stand."

"He means he's doing business at his old stand-still."—*Philadelphia Press*.

DR. EMDRE—Feet go to sleep. That shows your circulation is bad.

EDITOR—That's all you quacks know. I suppose if my corns ached that would show that advertising patronage was falling off.

"HAVE you read that article in this month's Million Magazine of the volcanic eruptions and their effect on the price of corn?"

"No, haven't got that far. Just finished the first half of the advertisements."—*Cincinnati Commercial Tribune*.

THE manager of a concert given in a small town, instead of putting "not transferable" on the tickets, posted a notice on the door: "No gentleman admitted unless he comes himself."—*Youth's Companion*.

THE INGENUE—What did the manager say when you asked him for a raise?

The Soubrette—He offered to give me a raise of fifty a week in the press reports if I'd accept a reduction of five a week in cash.—*Puck*.

"PEDAL ligaments artistically lubricated and well illuminated for the infinitesimal remuneration of 5 cents per operation," is the sign displayed over a bootblack's establishment in Charleston.—*Boston Herald*.

SINGLETON—"That's a queer sign: 'Wanted—A girl to feed ruling machine.'"

Wederly—"Nothing queer about that. Somebody wants a nurse girl to look after the baby."—*Chicago News*.

AMONG the answers recently received to an advertisement for a nurse to attend an "invalid gentleman," was one giving the usual particulars and concluding: "I think I shall suit. My last patient is dead."—*London Globe*.

"HELLO, there! Is the editor in?"

"No—he's out."

"How much?"

"Ten dollars."

"Well, here it is!"—*Atlanta Constitution*.

"YES," said the merchant who doesn't believe in advertising, "the country is going to the devil."

"I thought as much when I read that placard in your window," the solicitor answered.

"Which placard?"

"The one that says: 'We Lead; Others Follow.'"—*Brooklyn Eagle*.

PEDDLER—I've got some signs that I'm selling to the shopkeepers about here. Everybody buys 'em. Here's one: "If You Don't See What You Want, Ask for It!"

Country Storekeeper—Think I want to be bothered with people askin' for things I ain't got? Give me one readin': "Ef you Don't see What Yeh Want, Ask fer Something Else!"—*Tut-Bits*.

THE Neodesha Register prints the following "card" from an advertiser: "As Mr. Morrison has now put on the second day we are now better prepared for the draying business and will do your work promptly as possible and in a workmanlike manner. We would like to have you notice that our drays are spring drays. Thanking you for past favors, I remain yours for business, Jephtha Thompson."—*Kansas City Star*.

SOLD one poem and had five returned. Made almost enough to pay the butcher.

Sold a short story, and came within an ace of making enough to pay \$10 on the grocery bill.

Wrote an obituary on an ancient citizen and had Maria's shoes mended with the proceeds.

I must try and write enough to-night to buy a gallon of kerosene oil.

I believe there's money in the literary business, but it's not so sure as that which comes from splitting rails.—*Atlanta Constitution*.